



# SAVE—TO WIN!

**T**HAT is the supreme challenge which rings like a bugle call to us above the present thunder of the guns in Picardy. It is the clear message of these anxious times, when the fate of civilization hangs in the balance—a challenge to us to lend of our substance to the uttermost, even as our sons in France are giving of their lives to the uttermost—for us.

If American Patriotism is still to be the powerful inspiration of a great people, and if American freedom is still to stand as an example to the world, Americans, of small means and of large means, must unite in this immediate, imperative service—the national elimination of waste and extravagance. Americans must **save to win**.

Every exchange of our dollars for a purchase not absolutely necessary means that some man's, some woman's time and energy are being diverted from work connected with the war. War work which produces food, munitions, airplanes, ships, is the only work of prime importance to America now. Everything which does not contribute, directly or indirectly, to America's fighting strength is dangerous waste—it wastes human life.

Let our spirit now be one of re-consecration of our national effort. Let America acknowledge a new baptism in the blood of her sons, now poured out willingly on the fields of France. These sons, hating war, but loving, even to the death, their country, their mothers, their wives and children, must not die in vain. The cause hallowed by their sacrifice must never be betrayed.

As a measure of our belief in the Right, as a tribute of reverence for the Fallen, as a solemn pledge that our efforts shall be redoubled, let us save, systematically and thoughtfully, that we may lend willingly and greatly in America's day of supreme need. Let us save much, that we may lend in proportion to the greatness of the call made upon us.

It is not enough to save what we can spare. That is not sacrifice. That does not put us behind our fighting men. It is not enough to save to help—we must save to WIN. That means to save with sacrifice—to save more than the enemy is saving—to save in proportion to the greatness of the cause and the depth of our desire for victory.

*Save NOW---and every day till the War is won! Save to Win!*

*Save for War Savings Stamps!*

*Save for Liberty Bonds!*



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**June 28  
National War  
Savings Day**

Make it a  
New Year's Day  
of War Resolutions—  
To Be Kept Till the  
War is Won

LIBERTY LOAN COMMITTEE  
Second Federal Reserve District  
NATIONAL WAR SAVINGS COMMITTEE  
New York City

